

ORDER



KLAS

Orders
 Order / Rev: 37573
 Alt Order #: 08879721
 Product Desc: ISSUE
 Estimate: 1119
 Flight Dates: 10/13/12 - 10/20/12
 Original Date / Rev: 10/11/12 / 10/11/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency
 Name: Cross Roads Media
 Buying Contact:
 Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Crossroads GPS
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru: 08/14/11
 Order Separation: 00:10:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	29	\$125,250.00	\$106,462.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	29	\$125,250.00	\$106,462.50	0.00
Totals	29	\$125,250.00	\$106,462.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$125,250.00
Market	100%	\$417,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$104,375.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$20,875.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/14/12	10/14/12	Game Time/UNLV Game Time/UNLV	CM	1135p-1205a	-----S	:30	1	\$500.00	LV1	0.00	NM	1	\$500.00
GAME TIME WITH UNLV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$500.00		0.00						
E 5	8	10/20/12	10/20/12	8 News Now Sat 11p 8 News Now Sat 11p	CM	11-1135p	-----S-	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00

Order / Rev:	37573
Alt Order #:	08879721
Flight Dates:	10/13/12 - 10/20/12

Advertiser:	Crossroads GPS	
Product Desc:	ISSUE	KLAS
Estimate:	1119	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW AT 11PM-WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1			\$5,000.00		0.00				
E 6	8	10/14/12	10/14/12	Sun 530-6p Ins Ed Wknd	CM	530-6p	-----S	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				Inside Edition Wknd											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1			\$2,000.00		0.00				
E 7	8	10/15/12	10/16/12	8 News Now 5-630p M-F	CM	5-630p	MT-----	:30	2	\$3,000.00	LV1	0.00	NM	2	\$6,000.00
				8 News Now 5-630p M-F											
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MT-----		2			\$3,000.00		0.00				
E 8	8	10/17/12	10/18/12	8 News Now 5-630p M-F	CM	5-630p	--WT---	:30	2	\$3,000.00	LV1	0.00	NM	2	\$6,000.00
				8 News Now 5-630p M-F											
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WT---		2			\$3,000.00		0.00				
E 9	8	10/19/12	10/19/12	8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now 5-630p M-F											
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1			\$3,000.00		0.00				
E 10	8	10/14/12	10/14/12	8 News Now Sun AM #2	CM	8 News Now Sun A	-----S	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now Sun AM #2											
8 NEWS NOW SUNDAY MORNING- #2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1			\$2,500.00		0.00				
E 11	8	10/16/12	10/16/12	Live w/Kelly	CM	9-10a	-T-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				Live w/Kelly											
LIVE! WITH KELLY & MICHAEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----		1			\$2,000.00		0.00				
E 12	8	10/17/12	10/17/12	Live w/Kelly	CM	9-10a	--W----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				Live w/Kelly											
LIVE! WITH KELLY & MICHAEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----		1			\$2,000.00		0.00				
E 13	8	10/19/12	10/19/12	Live w/Kelly	CM	9-10a	----F--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				Live w/Kelly											
LIVE! WITH KELLY & MICHAEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1			\$2,000.00		0.00				
E 14	8	10/15/12	10/16/12	8 News Now 4p M-F	CM	4-5p	-T-----	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
				8 News Now 4p M-F											
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----		2			\$2,500.00		0.00				
E 15	8	10/17/12	10/18/12	8 News Now 4p M-F	CM	4-5p	--WT---	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
				8 News Now 4p M-F											
8 NEWS															

